

BOTTINEAU'S UNDERAGE DRINKING STRATEGIC PLAN

ASSESSMENT

- 76% of Bottineau High School (BHS) students reported lifetime alcohol use
- 36% of BHS students reported binge drinking in the past 30 days (YRBS, 2009).

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- 37% of BHS students perceive youth drinking as acceptable in their community (YRBS, 2009).
- 13% of BHS students think people are at no risk of harming themselves if they binge drink 1 to 2 times per week (YRBS, 2009).
- 23% of all juvenile arrests in North Dakota were alcoholrelated (Crime in ND, 2010).
- 12% of drivers involved in alcohol-related fatal crashes were underage (ND DOT, 2010).
- Underage drinking cost the citizens of ND \$168 million in 2010 (PIRE, 2011).

PRIORITY ISSUE

REASONS WHY/ INTERVENING VARIABLES

High availability (Social & Retail)

Laws/Ordinances/Policies favorable toward use

> Low awareness of enforcement and consequences

Low awareness of the problem

Culture and social norms favorable for use

Increases in transition and mobility

Low perceived risk of harm

Perception of 'nothing else to do'



ACTIONS/EVIDENCE-BASED STRATEGIES

• Review laws/ordinances/policies

• Pass city/county social host law/ordinance

Server training ordinance

• Enforcement strategies (Shoulder Taps, Party Patrols, Compliance Checks,

Communication

- support, youth messages-Don't Get
- among community members (using outlets such as Facebook)
- wide events

- Server training (recognizing Fake IDs, educate on liabilities, carding policies,

Alternative community events and efforts (NYE, Town Hall, Red Ribbon, post prom/grad, ongoing speaking engagements, etc.)

Underage Drinking

• Mass media messaging (community

Trashed)

Increase positive communication

• Tip line (text/call)

• Calendar of ongoing community-

• Youth programs/curriculums

• Collaboration & Capacity (throughout all)